

Subject: Broadway Property Owners Tour - Handout Concept

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Jessica & Co,

Following is a summary of the handout we are preparing for the Broadway property owners tour. Please get back to us with any feedback you might have.

It would be a 4-pager, printed both sides of an 11X17 sheet, folded in half, to create an 8.5X11 front and back and a two-page spread 11X17 map on the inside (draft map concept is attached, we're working with Cartifact to create something more polished).

The front page, would have a title at the top with a brief intro/overview about Broadway's evolution and importance. Below that the page would be divided into 6 sections on the following sectors, each with a photo and brief overview:

- Residential & Community
- Office & Industry
- Retail & Restaurants
- Arts & Entertainment
- Hospitality & Tourism
- Public Transit & Streetscape

The back page would be divided into 3 sections:

- Notable office tenants
- Notable retail tenants
- New projects under construction or proposed

The map spread on the interior would designate properties on Broadway with one of three labels:

Fully Occupied - Both ground levels and upper floors

Retail Occupied - Upper floors vacant

Fully Vacant - No retail or office activity

We would also have "call-out boxes" for selected properties, which would have additional information. Finally, there would be labels to indicate where other DTLA neighborhoods are located in relation to Broadway. Attached is a draft concept for the map.

Nicholas Ziff Griffin

Director of Economic Development

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—Attachments:

image001.png	5.8 KB
Broadway Tour Handout - Map Concept - 10-31-16.pdf	619 KB
image009.jpg	518 bytes
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image011.jpg	524 bytes